



Tourism & Events Department
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To: Linda Dillenbeck, Chairperson
 Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: August 21, 2018

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 18/19
Arizona National Quarter Horse Show	Jan 3-6, 2019	AQHA horse show, 4H open show and 4H/FFA horse judging contest. Request: \$15,000	WW	2700 (last year 2800)	\$15,000
Arizona Fall Championship	Sept 19-23, 2018	Quarter Horse show which serves the Western and English disciplines. Request: \$19,500	WW	10000 (last year 10000)	\$19,500
Scottsdale Philharmonic	Oct-May	Scottsdale Philharmonic performs a series of traditional classical music concerts free to the public, making classical music available to audiences of all ages. Request: \$19,500	Multi locations in Scottsdale	10003 (last year 9487)	\$19,500
Desert Super Cup Tournament	Nov. 23-25, 2018	Soccer event in its 2 nd year. Expecting over 200 teams. Request: \$5,000	Scottsdale Sports Complex	200+ teams (last year 7500 participants)	\$5,000
President's Day Soccer Tournament	Feb 15-18, 2019	Annual selective soccer tournament that will celebrate its 40th year in 2019. The 2018 tournament hosted 428 teams from all over the US, as well as Canada, England and New Zealand. Request: \$5,000	Scottsdale Sports Complex	5328	\$5,000
Triple Crown Spring Baseball Championship	March 2019 - 2 weekends	Stay to play youth baseball tournament that attracts travel teams from 15+ states. Request: \$5,000	Scottsdale Multi fields	275 teams (last year 11340)	\$5,000

Scottsdale Arabian Horse Show	Feb 14-24, 2019	The largest event of its kind in the world, the Scottsdale Arabian Horse Show is held at WestWorld and attracts hundreds of thousands of spectators. Request: \$30,000	WW	300000 (last year 302600)	\$30,000
Discover India – Fusion	Nov 10, 2018	17 th annual festival highlighting Indian culture. Request: \$12,000	Civic Center	10,000	\$12,000
Barrett Jackson Auto Auction	Jan 12-20, 2019	48 th Annual collector car auction Request = \$30,000	WW	320,000 (last year 325000)	\$30,000

Funding Availability & Potential Options

There are tourism development event support funds available for the event recommendations. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.